

Keith-O'Brien Co.

WE HAVE MADE A DECIDED IMPRESSION UPON THE PURCHASING PUBLIC

Goods charged during this sale entered on April bill.

WITH OUR 11th ANNIVERSARY SALE AND OUR HIGH CLASS CONCERTS.

Goods charged during this sale entered on April bill.

Who ever before heard of Prof. J. J. McClellan, organist, and Mrs. Lizzie Thomas Edward, John T. Hand, Mrs. Della Daynes Hills and Charles Kent appearing in a department store for the entertainment of shoppers?

The Importance of the Occasion Justified the Engagement of These Celebrities.

THE CONCERTS WILL CONTINUE MONDAY AND TUESDAY. THE 11TH ANNIVERSARY SALE GOES ON MERRILY, GROWING IN FORCE DAY AFTER DAY. IT REPRESENTS OUR BEST EFFORTS TO TURN OVER TO YOU NEW MERCHANDISE OF UNDISPUTED CHARACTER AND STYLE AT PRICES REDUCED FOR THE OCCASION.

ONE OF THE MOST STRIKING FEATURES FOR MONDAY IS

Fashionable Dresses--Just Came In--at End-of-the-Season Prices

We cannot often sell goods this way. But then our 11th Anniversary Sale comes only once in a lifetime--so why shouldn't we make concessions?

You will be charmed with the style, that exquisite difference which dignifies Keith-O'Brien's costumes.

And then the price---that, too, will please you.

Wool Crepes and Challies in navy, Copenhagen, tango, tan, mahogany, green, white, with pin stripes of green, navy and Copenhagen, also a number of silks in different colors. Regular \$18.50 and \$20.00 values, for \$10.50.

About 75 dresses in wool crepes, silk failles and poplins--colors are brown, navy, Copenhagen, mahogany, Russian green and tango; all smart, new styles. Specially priced at \$16.50.



About 50 dresses in this special purchase go at \$19.75. In this lot are a number of crepe de chine, taffetas, wool crepes and failles. All the wanted colors and styles. Special, \$19.75.

About 75 dresses in this special purchase. All wonderful values. In this lot are handsome taffetas, both plain and changeable effects; crepe de chine in all the new shades, floral printed crepes in the smartest shades and styles. Any dress in this lot would be cheap at \$40.00. Special, \$25.00.



Furniture Sold on a Convenient Payment Plan.

Complete Displays on Third Floor.

Special Features from the Art Sections

Free instruction at any time on all pieces of needlework bought in the Art Section. This includes all the new Macrame stitches. We also give free lessons in crocheting.

BULGARIAN TABLE COVERS.

There are about a dozen of these hand-embroidered covers left from our last sale. They are embroidered in blue and red cotton, which is both proof and very serviceable for everyday use on porch tables. Sale price was 78c--to close the sale, 39c.

Stamped Apron--New design for a dainty tea apron. Special, 19c.

Dresser Scarf and Pin Cushion--This set is made of net stamped for cross-stitch embroidery to be embroidered with D.M.C. cotton in any shade. Regular price, 75c--for 50c.

Stamped Centerpieces--A beautiful design to be worked with coronation cord stamped on Mt. Mellick cloth. Regular price, 50c--for 35c.

Another centerpiece, 28 inches round, to be worked with coronation cord and stamped on the best grade of satin damasks. Regular price, 85c--for 50c.

24-inch Center, padded and cut out ready to embroider with the Roman cut-work stitch; imported design. Regular \$1.95--for \$1.25.

Stamped Centerpieces--27-inch center of white, round thread linen, stamped for the new Richelieu embroidery in the butterfly design. Regular price, \$1.25--for 85c.

Made-up Day Pillow Slip--These are quite new and not much worn. You only have to embroider the design in the center of the slip, as the edge is all ready worked with the lock stitch. Regular \$1.25 for 90c.

Stamped Underwear

Combinations--white nainsook, stamped with an easy to embroider design. Regular 65c for 45c.

Corset Cover--made ready to embroidery, with dainty design, also best quality crepe, stamped for

punch work or French embroidery. Regular 50c, for 35c.

Night Gowns--All ready-made, of fine crepe, edged with lace to save embroidering edge, dainty design stamped below lace. Regular \$1.95, for \$1.35.

Turkish Towels

Two specials in Turkish towels. The large towel is stamped with a butterfly design to be embroidered in cross stitch--Special 50c. The baby or foot towel with kindergarten designs--Special 30c.

Stamped Sofa Cushion--Stamped front and backs on black rep, to be embroidered with the raised carnation stitch. The design is a basket of carnations tied with ribbon. Regular price \$1.25, for 50c.

Linen Table Cover--26x26 inches, hem-stitched linen square, made of white oyster linen, stamped with the easy to embroider Mille Flure design. Regular price \$1.25, for 75c.

NAPKIN HOLDERS--The best individual napkin holder you can buy, as every time they come from the laundry they are like new; stamped with wreath design for initial. Regular price, 35c--for 20c.

STAMPED WAISTS--Stamped on the best of white voile to be embroidered with colored cottons. Let the instructors give you the correct shades and teach you the new stitches. Regular price, 75c--for 60c.

FILET NET SCARFS--White net to be used over any color. Regular price, \$1.50--for 75c.

LAUNDRY AND SHOE BAGS--Large family bag made of figured cretonne; shoe bags which hold two pairs of shoes. Regular 75c and 50c for 25c.

SILK PILLOW RUFFS--4 1/2 yards of heavy satin ribbon, shaded from light to dark, made especially for sofa pillow ruffles. Regular 98c, for 75c.

DRESSER SCARFS--Pretty striped white material with dainty blue or pink border. Regular price, 75c--for 50c.

CROCHET DOILIES--Hand crocheted with linen center. Regular 35c for 10c.

Imari Basket Ware

Have you seen this new ware, which helps to make the home artistic?

75c cheese plate for 50c
95c sandwich tray for 75c
\$2.25 nut bowl for \$1.75

HALF PRICE--SIX HAND-EMBROIDERED SOFA PILLOWS.

Anniversary Specials from the Balcony China Studio

Learn to Do China Painting Free of Charge. Free Instruction on All Sale Pieces.

WHITE CHINA FOR DECORATING.

Lemonade pitcher\$1.25 Vase20c
Powder boxes60c Calad bowl95c
Hair receivers60c Tea pot75c
Vase50c Salt and Peppers, pair25c
Chocolate Set\$2.50

These are all reduced from our regular prices and are taken from our last shipment of white china.

Pepper and Salt Special 50c and \$1.00 Pair

At this sale we will give you a pair of salt and peppers for 50c.

These are decorated in our own studio with floral designs.

You can have an initial salt and pepper in ivory and gold or gold and white for \$1.00 pair. Or a floral design with heavy Roman gold top for \$1.00.

Kodak Albums

This is the time of the year you begin taking snapshots and the only way to keep them nice is in a book. If you want a nice, real leather book to keep your own collection in you couldn't get a better one for the price. This book is 9 1/2 x 11 1/2 with leaves of different colors and either dark green, red or black padded leather covers. Regular price \$4.00, for \$2.34.

A GIFT KODAK BOOK.

If you want to give a friend a set of snapshots mount them in one of these neat little books with brown covers and black leaves; 8 1/2 x 5 1/2 or 7 x 11 in size. Special, 25c.

ASTRAL EMBROIDERY.

Anyone can embroider a table cover, scarf or pillow very quickly with the astral braid. Nothing in years has proved so attractive and durable as the astral embroidery; 22x22-inch center. Special, 35c. Oblong sofa cushion, special, 50c.

Felt Pennants

We have only the best grade of felt in our Pennants. Salt Lake and Utah only.

14 1/2 x 35--Special80c
31 x 37--Special75c
16 x 40--Special90c
19 x 58--Special\$1.35

Miss Adelaide McCaulley Associate Designer for

Warner's Redfern Rust-Proof Corsets - Corsets

Will be in our Corset Section for about ten days, starting Monday, March 30. Consult Miss McCaulley concerning the best corset for your particular needs.

Announcement

Mr. J. E. Harrison, well-known optician, now with Keith-O'Brien Co. Located in Jewelry Section. A thoroughly equipped section--eyes tested, frames fitted, nose glasses, duplicated lenses and optical accessories, such as eye shades, compasses, thermometers, opera glasses, telescopes, field glasses, etc. Late scientific instruments and methods. No ready-made-up glasses carried--each case receives individual care. FREE--As special inducement--First customers patronizing this new section will receive a gold-filled watch chain. Mr. Harrison formerly had his offices in the Templeton Building.

Let Our Hair Goods Shop Serve You

Our Hair Goods Shop is ready to care for your hair needs, as we carry a complete line of novelties, such as is needed for the beautifying of women's tresses. Colored wigs. The invisible parted wave, pin waves, pin curls, bangs, etc.

Experts who are thoroughly posted on all the latest hair styles will gladly instruct you on how to arrange your hair in any of the new styles.

Here are the most liberal values we have yet announced. Beautiful, soft, lustrous hair, natural wavy, mounted on three short stems 30 inches long. Regular \$7.00 to \$8.00. Special, \$3.50. Transformations made of fine, wavy hair, 16 inches long. Regular \$2.95. Special, \$1.75.

We Are Exclusive Agents

for Burbank's garden seeds. They cost no more than ordinary seeds and the results produced are excellent.

Some of the best merchandise displays are in the State street windows.

Attractive Millinery

The very choicest of fashion's offerings.

Beautiful Dress Hats, Semi-Dress, Tailored.

Street Hats, school hats--untrimmed shapes.

Trimmings of all kinds.

A hat for everyone. Visit our millinery section and you will be convinced.



Fur Storage

Furs should be in storage NOW. Moths are nesting and every moment's delay is dangerous to the welfare of furs.

For a reasonable price we will keep your furs free from dust, moths, etc.--and insured against fire.

UNDERPRICED MERCHANDISE SQUARE \$1.35 to \$2.00 Waists 95 Cents

Fifty different styles in new spring and summer waists. Low and high neck effects in lingerie and voile; also new drop shoulder. \$1.35 to \$2.00 values for 95c. On sale Monday only.